

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants Naressi et al.

Examiner: Gregory Lane

Serial No.: 10/598,387

Art Unit: 2438

Filing Date: September 23, 2008

Docket No.: 33836.00.0100

Confirmation No.: 3439

Title: **RFID ENABLED MEDIA SYSTEM AND METHOD THAT PROVIDES
DYNAMIC DOWNLOADABLE MEDIA CONTENT**

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

PRELIMINARY AMENDMENT AND RESPONSE

Dear Sir:

In response to the final Office Action mailed July 7, 2010, Applicants submit a Request for Continued Examination and the following Preliminary Amendment and Response:

Amendments to the Claims begin on page 2 of this paper.

Remarks begin on page 6 of this paper.